

Message Text

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ACTION CU-03

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FOR CU/EE, CU/IVP

E.O. 11652: NA

TAGS: OEXC, BU (GANCHEVA, VERA)

SUBJECT: INTERNATIONAL VISITOR: COMMENT

REF: SOFIA 740

1. GANCHEVA IS NOT IDEAL NOMINEE IN DRAMATIC ARTS, BUT ALL CONSIDERED WE RECOMMEND APPROVAL OF HER NOMINATION.
2. WE GATHER GOB HAD DIFFICULTY LOCATING ENGLISH-SPEAKING (AND POLITICALLY RELIABLE) NOMINEE DIRECTLY INVOLVED IN DRAMATIC ARTS AND TURNED TO GANCHEVA, RATHER THAN LOSE GRANT. WHILE SHE HAS DEFINITE, SPECIFIC INTERESTS IN THEATER, HER PROGRAM DESIRES (SEPTEL) COVER BROAD SWEEP OF AMERICAN SOCIETY AND CULTURE. THUS HER PROGRAM WILL APPEAR TO IN PART DUPLICATE THAT OF KAMOVA LAST YEAR.
3. TO SMALL DEGREE THAT IMPACT UPON BULGARIAN MEDIA IS OBJECT OF IV PROGRAM, GANCHEVA'S PRESENT MAGAZINE IS TOO BROAD IN SUBSTANCE AND TOO DOMESTIC-ORIENTED TO PERMIT MUCH COVERAGE OF U.S. CULTURAL/SOCIAL SCENE. BUT SHE HAS EXTENSIVE CONTACTS THROUGHOUT MEDIA (INCLUDING HER FORMER MAGAZINE, WHICH COULD BE CHARACTERIZED AS POPULAR-LEVEL "DIALOGUE" WITH PICTURES) AND IN BULGARIAN CULTURAL CIRCLES IN GENERAL.

4. GANCHEVA HAS BROAD BUT SUPERFICIAL KNOWLEDGE OF

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AMERICAN CULTURE, PARTICULARLY LITERATURE AND CINEMA,

OBTAINED FROM TRAVEL IN WESTERN EUROPE AND READING.
IN-DEPTH KNOWLEDGE SHE WOULD GAIN FROM U.S. PROGRAM
WOULD BE TRANSMITTED BY WORD-OF-MOUTH TO HER CONTACTS,
AND PERHAPS THROUGH MEDIA TO GENERAL PUBLIC.
FELDMAN

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